



MAKING THE CASE FOR TRANSIT Ridership is Key Component

During a presentation to the APTA Transit Board Members Seminar in Baltimore, MD on July 22, 2003, Lois L. Fu, Special Assistant to the Administrator for the Federal Transit Administration (FTA), presented a compelling argument for future growth in transit services. She discussed, "making the case" for transit and how government at all levels, as well as private business, benefit by investing in transit and that ultimately, transit benefits depend on ridership.

Making the Case for Transit

Traditionally, increased mobility has been the driving force behind transit investment. Mobility for people who could not afford a car has been especially important. And it still is today. Nearly 94% of public assistance recipients do not own cars. They rely on public transportation to access services and community life... and they rely on public transportation as a lifeline to jobs.

But there is more to the case for public transportation. Federal, State and local governments provide millions of dollars for specialized transportation programs - to get Medicaid recipients to the doctor; to get job seekers to interviews; to get older adults to senior centers and congregate meal programs.

A recent GAO study found that, at the Federal level, over 60 different

Recent GAO study indicates that the uncoordinated delivery of transportation services, conflicting program rules, and restrictive grant requirements points to higher government spending and fewer people being served than otherwise possible.

programs in eight separate Federal agencies were providing special transportation services. They also found that the uncoordinated delivery of those services, conflicting program rules, and restrictive grant requirements mean that the government is spending much more than necessary and helping fewer people than possible.

Some States and localities have figured out how to do this better. In Dade County, Florida, the Medicaid agency and the transit agency have teamed to issue transit passes for Medicaid clients. The passes give the rider unlimited travel for \$1 a month. The transit agency has new riders and the Dade County Medicaid agency saves over \$500,000 a month in transportation costs; nearly \$7 million a year.

At a time when State budgets - especially Medicaid budgets - are tight, this promising practice has real potential for proving the benefits of growing transit in a community.

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Notes from the Top

Notes From The Top - 9/8/03

Greetings to all! At our Annual Public Transportation Conference last year in Lafayette, we introduced you to the Federal Transit Administration's (FTA) Safety and Security Program. Many of you had to leave the conference a day earlier to support your community's disaster preparedness program because of Hurricane Lilly. Those of you who participate in these activities are well on your way to developing a System Safety Program Plan (Plan). FTA's Safety and Security Program adds additional elements which will help you identify people, organizations, procedures, equipment and facilities needed for an effective emergency management program. Your role as a transit agency in responding to emergency/disaster situations in your community will be clearly defined. Transit system emergency management, disaster recovery, and your roll and that of others will be documented in the Plan.

All transit providers, regardless of size, will be required to implement at a minimum the Core Safety Program Elements as part of your safety program. The Core elements are simply safety activities that every transit provider should be doing as part of a minimum safety program. Core safety program elements should receive adequate resources to support these core activities. While all activities are subject to resource limitations, these core elements should be a

high priority in resource allocation. The core elements include:

Driver Selection
Driver Training
Vehicle Maintenance
Drug and Alcohol Abuse Programs
Safety Data Acquisition and Analysis

The enhanced safety program elements are designed to improve your safety program beyond the core safety program elements. Transit providers in urban areas typically include these elements and other transit providers should expand their safety program as their services, resources, and infrastructures grow.

The focus of a safety and security program is prevention - prevention of accidents and incidents that have the potential for harm to people or damage to equipment or infrastructure. We all should make public safety a priority!

We will have additional training workshops on Safety and Security at this year's conference on October 6-8, 2003 at the Radisson Hotel in Baton Rouge (Preliminary Agenda is included in this issue.) If you would like more information prior to our training workshops, you can go to FTA's website at www.fta.dot.gov or our transit page at www.dotd.state.la.us/intermodal/transit.

If you have suggestions or comments regarding this newsletter, or if you would like to contribute



article and/or pictures, please forward that information to Wanda Walker (see Staff contact information).

Statewide Training & Technical Assistance Program (TTAP)

TTAP Scholarship Applications are now available for the 16th Annual Louisiana Public Transportation Conference to be held in Baton Rouge at the Radisson Hotel, October 6-8, 2003. The goal of TTAP is to provide the opportunity for public transportation professionals to attend a valuable educational event.

Scholarships are limited to registration, travel (mileage) and lodging. Scholarship awards are

reimbursed after the event and receipts must be submitted as evidence. Applicants must submit a summary report describing sessions attended; highlights of what was learned; and ideas on how the information gained can be shared with others and put to use.

Contact Wanda Walker at (225) 274-4302 for more information.

Events Calendar

Upcoming APTA Conferences:

ITS Rail Applications Workshop:
Best U.S. and Overseas Practices
September 11-12 Philadelphia, PA

International Bus Rodeo
September 24-28 Salt Lake City, UT

Annual Meeting
September 28-October 2
Salt Lake City, UT

Bus Equipment and Maintenance
Workshop
November 2-5 Indianapolis, IN

For more information on APTA
conferences, please visit:
www.apta.com/conferences_calendar/

Other Upcoming Conferences:

2003 Community Impact Assessment
Regional Workshop
September 9-12 Indianapolis, IN

Rail ~ Volution: Building Livable
Communities with Transit
September 10-14 Atlanta, GA
www.railvolution.com

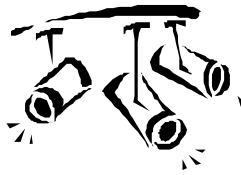
2003 Association for Community
Transportation International
Conference
September 14-17 Salt Lake City, UT
tmi.cob.fsu.edu/act/conf/saltlake/

***DOTD/LPTA PUBLIC
TRANSPORTATION
CONFERENCE
October 6-8, 2003
Radisson Hotel
Baton Rouge, LA***

More information available in this
newsletter and posted on the DOTD
Public Transportation website.

TRANSPORTATION SAFETY INSTITUTE CLASSES

Courses are offered around the country
on various topics throughout the year.
For more information, please visit:
www.tsi.dot.gov



Spotlight on...

“Driver Appreciation Week” Celebrated August 11-15

Claiborne Parish Police Jury Office of Community Services AKA/Claiborne Public Transit celebrated “Driver Appreciation Week” August 11-15. To let the drivers know how much they were appreciated, they were treated to a free lunch every day. They were given a brown bag each morning containing a drink, a snack and a coupon for a free lunch.

On Friday, drivers were treated to pizza, cake and punch. Each driver was also given a certificate of appreciation and a gift certificate to Wal-Mart. Jean Reynolds, OCS Director, said she wanted the drivers to know all their hard work, early hours and long days were truly appreciated. She also expressed her thanks to Subway, Kentucky Fried Chicken, Pelican Seafood, and Sonic for their help donating the free meals.

At the present time, there are six drivers employed by Claiborne Public Transit. Beatrice Dixon started work at the agency in August of 1994, Delois Grider in October 1997, Stacey Lewis in October 2001, Hallie Smith in May 2002, Mary Hall in December 2002, and John Seals in February 2003. All drivers are required to have training, Defensive Driving, P.A. S.S., Drug and Alcohol training, vehicle evaluation, vehicle maintenance and any training that the Department of Transportation deems necessary. Reynolds said she feels she has some

of the best drivers and welcomes anyone in need of transportation services to call her office at (318) 927-3557.

NOTE: This article reprinted with permission from the

Headlines and News Briefs
The Guardian-Journal



Beatrice Dixon



Delois Grider



Mary Hall



John Seals



Stacey Lewis



Hallie Smith

FTA Substance Abuse Training Session: Regulatory Overview and Agency Best Practices

On August 26th, transportation providers from around the state gathered at the Radisson Hotel in Baton Rouge for a 'Substance Abuse Training Session.' The Federal Transit Administration is sponsoring a series of Training Sessions around the country to familiarize



Presenter Rod Sams and other participants look on as Michael Redington speaks.

transit providers with the latest regulatory requirements and agency best practices. There were ?? in attendance from around the state.

The thrust of the training session centered on policies that each transit agency must have in place to comply with FTA's regulatory mandates. The two gentlemen that presented the material gave participants insights that would make their next FTA Audit a simple affair.

Michael Redington, a Transportation Industry Analyst with the Volpe National Transportation Systems Center, and Rod Sams, a Senior Associate with ICF Consulting presented the training session material. There were four main sessions presented:

Session 1: 49 CFT PART 655 Prevention of Alcohol Misuse and Prohibited Drug Use in Transit Operations.



Presenter Michael Redington talks about testing procedures.



The Training Session was well attended.

Session 2: 49 CFR PART 655 Policy and Definitions

Session 3: FTA Best Practices

Session 4: Management Information Systems

Training Session attendees received material on the above topics. They also received a CD outlining FTA's Drug & Alcohol Compliance Program. The CD contains material on Audit Questionnaires; Manuals, Guidelines, and



Michael Redington, Rod Sams, and our own Anne Ladner exchange ideas and contact information after the training session.

Toolkits; FTA Drug and Alcohol Regulation Updates; and Regulations. The CD has a wealth of information to aid Louisiana providers in updating their current policies and maintaining a viable Substance Abuse Prevention Program.

Making the Case for Transit

Continued from Page 1

Congestion Benefits of Transit

There are several congestion related benefits associated with increased transit, one of which is *travel time savings*. To carry 15,000 people in an hour, it would take 34 lanes of urban streets or 14 lanes of freeway. But it takes just 2 lanes of dedicated busways or a rail track in each direction to carry the same 15,000 people. Building transit systems consumes much less acreage than highways, while lowering road congestion.

There is evidence suggesting a transit-auto time equilibrium. Transit pulls drivers off the roads until commuting times on the road and on transit are nearly equal. The faster transit can get people where they want to go, the quicker the commute will be for everyone.

Travel time savings also speeds the shipment of goods. As traffic lightens and moves faster, freight moves

faster, too. It is estimated that traffic congestion costs U.S. businesses nearly \$40 billion every year, in delivery delays and lost time for employees.

Local government services benefit from increased transit use due to lower highway-related costs like traffic enforcement and emergency services. One study estimates that current transit use reduces roadway-related costs to local governments by as much as \$1 billion to \$1.7 billion per year.

Americans drive their 200 million cars and light trucks more than 2 trillion miles per year and emits more than half the air pollution nationwide. Transit has the potential to significantly *reduce emissions*, without imposing more taxes or more government regulations.

Forty-three percent of America's energy is used

for transportation. People who travel during rush hour waste nearly 100 gallons every year - 5.7 billion gallons annually. Public transportation is *fuel-efficient*. A recent study funded by APTA suggested that if Americans used public transportation at the same level as Europeans, for roughly 10 percent of their daily travel, the U.S. could reduce its dependence on imported oil by more than 40%. This is nearly the amount imported from Saudi Arabia each year.

Finally, transit saves America money in *accident costs*, particularly medical care. Transit trips with destinations similar to those with cars result in about 200,000 fewer deaths and injuries...adding up to \$2 billion to \$5 billion in safety benefits each year.

Economic Benefits of Transit

Transit investments translate directly into *business revenues* and profits. Recent studies have estimated that every \$10 million in transit capital investment yields \$30 million in business sales. In transit intensive areas, offices and retail businesses can reduce parking by 30 to 50 percent. And the profitability of businesses that locate in a development near transit goes up significantly.

In Arlington County, Virginia, *business development* along the Metro transit line uses just 6% of the land in the county, but produces nearly half of the county's *tax revenue*. Researchers have found that the value of property (both residential and commercial) is higher the closer it gets to transit access. Local tax revenue can increase due to transit investment.

Family finances benefit from transit. The average household spends about 18 cents of every dollar earned on transportation and 98% of that goes toward buying, maintaining, and operating a car. In poor families, transportation costs can exceed 35% of income. It's especially difficult for families in areas with few public transportation options.

In poor families, transportation costs can exceed 35% of income... In New York, where public transportation is widely available, about 15% of consumer expenditures go toward transportation. But in Houston, the figure runs from 23% to 50% or more.

Continued from previous page...

In New York, where public transportation is widely available, about 15% of consumer expenditures go toward transportation. But in Houston, the figure runs from 23% to 50% or more.

Ridership is the Key

Achieving the congestion and economic benefits of transit depends entirely on transit ridership and the FTA is focused on increasing ridership.

The FTA has proposed the creation of a ridership incentive program under SAFETEA that would give \$1.3 billion in performance awards over 6 years based on increases in ridership. FTA modified the DOT and FTA goals and accountabilities to better reflect its objective of increasing transit ridership in every community. FTA's goal is to increase ridership on a per market basis an average of 2%, controlling for changes in the economy.

Ridership Strategies

Overall, the FTA has identified four key ridership strategies: (1) Meeting rider needs/ demands for information, cleanliness, safety, affordability, and convenience; (2) Creating transit supportive communities through equitable treatment of transit, parking and zoning policies that encourage mixed use, high density development near transit; (3) Developing responsive transit operations that are reliable, convenient, and go where people want to go; and (4) Implementing transit-supportive national policies, such as innovative financing mechanisms for transit and reduced barriers to provide coordinated human service transportation services.

In addition to the SAFETEA proposals, FTA has a number of ridership initiatives underway that include: designing a new NTI course focused on customer-based strategies to increase ridership; pilot programs to test the cost-effectiveness of personalized marketing

by giving people information specific to their travel needs and encouraging transit use; promoting universal pass programs for major employers and universities; removing barriers to human service transportation coordination at every government level and promoting joint planning at the local level; focusing on the economic development opportunities of transit; optional New Starts measure that will account for the impact of economic growth on transit ridership; and bringing the transit community together in a variety of forums to promote ridership.

For a complete transcript of Ms. Fu's speech go to FTA's website at: www.fta.dot.gov



From Capital Hill...

On July 25, the U.S. Department of Transportation (DOT) Office of Drug and Alcohol Policy and Compliance announced a new, streamlined and simplified management information reporting system for all DOT-required drug and alcohol testing, plus the drug testing required by the U.S. Coast Guard. This new information and reporting system takes effect immediately, as it will be used to report calendar year 2003 testing and regulatory compliance.

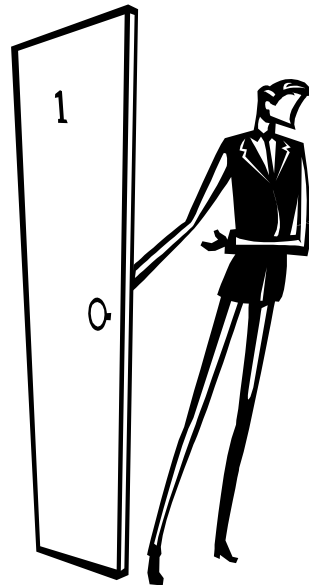
16th ANNUAL LOUISIANA PUBLIC TRANSPORTATION CONFERENCE

OCTOBER 6 - 8, 2003

“Transportation Opens the Door To Possibilities”

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BATON ROUGE, LOUISIANA
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Sponsored by:
LA-DOTD Public Transportation Section
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Louisiana Public Transit Association
In cooperation with the
Federal Transit Administration

16th ANNUAL LOUISIANA PUBLIC TRANSPORTATION CONFERENCE

Monday, October 6 – Wednesday, October 8, 2003

Radisson Hotel & Convention Center
4728 Constitution Avenue
Baton Rouge, Louisiana
(225) 925-2244

PRELIMINARY AGENDA *Topics and events are subject to change*

Monday, October 6, 2003

- | | |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 a.m. - 4:30 p.m. | Registration Opens |
| 9:00 a.m. – 7:30 p.m. | Exhibits Open |
| 10:30 p.m. - 2:30 p.m. | Welcome/Opening Session
Jennifer L. Dorn, FTA Administrator (invited)
Robert Patrick, FTA Administrator, Region VI
Patrick Judge, Executive Director, LA Public Transit Association
Rich Weaver, APTA (invited)
Carol Cranshaw, Public Transportation Administrator DOTD |
| 1:15 p.m. – 2:15 p.m. | FTA Region VI and VII Tag Team – A Tale of Two Regions
<i>Are there similarities/ differences in implementation of FTA regulations across the Regions? We've heard many rumors over the years about differences in interpretation of regulations and implementation of new programs between the Regions. Will these two administrators dispel the myths? In addition they will inform you on a variety of other subjects including: reauthorization, efficiencies in grants management, rider-ship and performances measures, safety and security, coordination, and big changes in DBE regulations.</i>

Robert Patrick, FTA Region VI
Mokhtee Ahmad, FTA Region VII |
| 2:15 p.m. – 2:30 p.m. | Break |
| 2:30p.m. - 4:30 p.m. | General Session - Transit Safety & Security
<i>A dialogue on the role of FTA as a transit safety and security resource for the transit industry. The safety discussion will address FTA strategies to (1) Promote a Systems Approach to Safety, (2) Share Effective Practices & Tools, (3) Target Initiatives Based on Analysis of Safety Data and (4) Ensure Compliance with Safety Regulations. The security discussion will focus on FTA's Top Three Transit Security Priorities: (1) Employee Training, (2) Public Awareness and (3) Emergency Response.</i>

Harry Saporta, FTA Safety & Security Representative (invited)
Amy Ostrander, Ostrander Consulting, Denver, Colorado |
| 5:30 p.m. – 7:30 p.m. | Welcome Reception
Rub shoulders with the FED's, make new acquaintances and re-new old friendships. |

Tuesday, October 7, 2003

8:00 a.m. – 9:00 a.m. Continental Breakfast

8:00 a.m. – 11:30 a.m. Registration Opens

8:00 a.m. – 4:30 p.m. Exhibits Open

9:00 a.m. – 10:00 a.m. Concurrent Sessions

FTA/DOTD Update-Rural, Elderly & Disabled and JARC Transit Providers

Discussion on current and future state and federal legislative activities and processes.

FTA Region VI Representative (to be determined)
Donna Lavigne, DOTD - Facilitator
Darlene St. Romain, DOTD - Rural
Harold Beck, DOTD – Elderly & Disabled
Anne Ladner, DOTD – Job Access/Reverse Commute

ADA Transit Obstacles and Issues

A panel of ADA transit professionals will address ADA guidelines including the most commonly asked questions on ADA paratransit services.

Jackie Germany, ADA Coordinator, City of Baton Rouge
Pat Johnson, General Manager, Jefferson Transit
Kathryn Hoover, Disabilities Affairs Specialist, Jefferson Parish
FTA Representative (invited)

10:00 a.m. – 10:15 a.m. Break

10:15 a.m. – 11:30 a.m. **Movie & Makeover**

Movie - “A Day in the Life of Community Transportation”. *Watch the story unfold as told by local transportation riders and come away with a fresh perspective. Come along for a ride! We’ll supply the popcorn and cokes!*

Nicole Goldsmith, Community Transportation Association of America

“Makeover” of the Canal Streetcar Line.....*Take a step by step journey back in time on the historical New Orleans Canal Streetcar. The legendary olive-green streetcars that once stretched into almost every corner of the Crescent City eventually faded and, with the exception of the scenic St. Charles Streetcar, nearly became extinct. Now nearly 40 years later, the Canal Streetcar will roll again. Hear what it took to make this happen and take a piece of history home with you.*

Pat Judge, Regional Transit Authority & LPTA Director

11:30a.m – 1:00 p.m. Lunch/ LPTA Business Meeting (sponsored by LPTA)
*What can be done to change the future of transit?
Open to all conference participants.*

Tuesday, October 7, 2003 - continued

1:00 p.m. – 2:15 p.m.

Concurrent Session

Client Ridership Referral Financial Tracking (CRRAFT)

Web-based software program designed by New Mexico with a special grant from FTA that integrates human service transportation referrals with daily rural public transit operations. CRRAFT may reduce abuse of transportation assistance and is reported to simplify ridership reporting and invoicing for transit operators.

Judith Espinosa, University of New Mexico

Eric Holm, University of New Mexico

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 4:30 p.m.

General Session – Disability Law

Disability etiquette is an important customer service tool. How can you avoid complaints and litigation? Discuss the implications of recent lawsuits and settlements with transportation providers and review the specifics of the ADA law regarding transit vehicles (including issues relating to newer mobility equipment & industry standards).

J. Aaron McCullough

Disability Law Resource Project, Houston, Texas

5:00 p.m.

Bus departs for the evening event

5:30 p.m. – 9:30 pm

Evening Event - Alligator Bayou Cruise

***Take a Ride on the Wild Side**.....on the Alligator Queen down Alligator Bayou Swamp. Cruise deep into the primitive swamp and witness the enchanting beauty of the moss hanging cypress trees rising from beneath the water, the incredibly beautiful sunsets, wild animals just a few feet within your reach and over 250 species of birds. Visit the gator pits in a natural habitat of lakes and vegetation. Leave with a deeper respect for this wilderness, its beauty, serenity and ecological value. End the evening dining and dance to the tunes of a Cajun fiddler playing Jolie Blonde'Laissez les bon temps rouler!*

Wednesday, October 8, 2003

8:00a.m. – 9:00 a.m.

Continental Breakfast

8:00a.m. – 1:00 p.m.

Exhibits Open

9:00 a.m. – 10:15 a.m.

Concurrent Sessions

Elderly & Disabled Application Review

A step-by-step review of each phase of the application process, including eligibility, requirements, time frames and changes.

Harold Beck, DOTD E & D Program Manager

Donna Lavigne, DOTD Assistant Public Transportation Administrator

Wednesday, October 8, 2003 - continued

9:00 a.m. – 10:15 a.m.

Concurrent Sessions

FTA/DOTD Update for Urban Transit Providers and Metropolitan Planning Organizations

A report on current and future state and federal legislative activities.

Carol Cranshaw, DOTD Public Transportation Administrator
Emily Callender-Efferson,,DOTD Urban Program Manager/Planner
FTA Region VI Representative

Rural & Job Access/Reverse Commute Application Review

Overview of application requirements and current program issues for Rural Public Transportation and JARC.

Darlene St. Romain, DOTD Rural Program Manager
Anne Ladner, DOTD JARC Program Manager

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:45 a.m.

Concurrent Sessions

Vendor Panel

An interactive discussion with vendors in regards to transit equipment.

Southland Dodge Representative (invited)
Doug Hoover, Braun Corporation (invited)
Drew Hawkins, National Bus Sales (invited)
John Rose, Southeastern Bus Sales (invited)

Eclectic Urban Roundtable Discussion

A diverse urban roundtable discussion that will include discussion on topics such as charter regulations, homeland security, funding sources, transit marketing ideas and union contracts and relations (including absenteeism and pay scales).

Pat Judge, RTA (moderator)
FTA Region VI Representative

11:45 a.m. – 1:00 p.m.

Luncheon/Cajun Humorist

1:00 p.m. – 2:30 p.m.

General Session - Coordination

FREE MONEY! *Panel discussion on state and local efforts and initiatives.*

2:30 p.m.

Adjournment

16th ANNUAL
LOUISIANA PUBLIC TRANSPORTATION CONFERENCE
October 6 - 8, 2003
Radisson Hotel - Baton Rouge, LA 225/925-2244

CONFERENCE REGISTRATION FORM

Please complete one form per person. You may photocopy for additional attendees. Please type or print your information clearly. Phone registration will not be accepted without faxed registration form for verification.

FULL CONFERENCE REGISTRATION INCLUDES:

- ☺ Admission to all general sessions and breakouts
- ☺ All conference materials
- ☺ Two lunches, reception, evening event and all scheduled breaks

REGISTRATION FEES:

LPTA Members (before 9/22/03).....\$150.00	LPTA Members (after 9/22/03).....\$175.00
Non-Members (before 9/22/03).....\$225.00	Non-Members (after 9/22/03).....\$250.00

Registration Fee \$ _____

No refunds after September 26, 2003

GUEST TICKETS ARE AVAILABLE FOR THE FOLLOWING: Please check the applicable events for guests

I.	Reception (10/6/03, 5:30 p.m - 9:00p.m.).....	\$40.00	_____
II.	Luncheon (10/7/03, 11:30 a.m. - 1:00 p.m.).....	\$35.00	_____
III.	Evening Event (10/7/03, 5:30 p.m - 9:30p.m.).....	\$60.00	_____
IV.	Luncheon/ Cajun Humorist (10/8/03, 11:45 p.m. - 12:45p.m.).....	\$40.00	_____

Guest Fee \$ _____

Make Check Payable to LPTA

Total Enclosed \$ _____

Send Check and Registration Form(s) To:

LADOTD, Public Transportation Section
8900 Jimmy Wedell Drive
Baton Rouge, LA 70807

BADGE INFORMATION – Please Print or Type
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E-mail Address:
Spouse/Guest (if attending)
Please indicate if you require special accommodations:

For Reservations: Radisson Hotel at 225/ 925-2244 – \$70.00 /night DOTD Conference Rate. The cut-off date is September 19th. DOTD Contacts: Kay Ryall or Diana Ickes at 225/274-4302 for more information.